

FCC 388

DTV Consumer Education Quarterly Activity Report

Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

KTBS

Report reflects information for quarter ending (mm/dd/yy)

06/30/08

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

☐ Option One (A and D)

☒ Option Two (B and D)

☐ Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

☒ Yes ☐ No

Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☒ Yes ☐ No

If **YES**, complete only one form for both. If **NO**, complete a form for your Analog channel and a second for your primary Digital stream

Call Sign	Channel Numbers	Community of License					
		City	State	County	Zip Code		
KTBS	Analog 3 <input type="checkbox"/>	Shreveport	LA	Caddo	71104		
	Digital 28 <input type="checkbox"/>						
Licensee KTBS, Inc.							
Above, circle the Channel Number(s) to which this form applies.		Nielsen DMA	World Wide Web Home Page Address				
3		82	www.ktbs.com				

Facility ID Number	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy)
35652	N/A	06/01/05

Section A (For broadcasters electing Option One)

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes ☐ No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes ☐ No

Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m.. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

1670

Total 5:00 a.m. to 1:00 a.m. CSTs

193

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

407

Total 6:00 a.m. to 9:00 a.m. CSTs

15

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

N/A

Total 6:00 p.m. to 11:35 p.m. CSTs

N/A

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

846

Total 5:00 p.m. to 10:35 p.m. CSTs

89

Comments (add additional sheets where necessary):

The numbers in the boxes above reflect announcements and crawls that aired on KTBS during the 2nd quarter. Most of the public service announcements were produced and distributed by the National Association of Broadcasters and the ABC television network informing viewers of the #800 number to call for more information on the transition, promoting the NAB website www.dtvanswers.com, and educating viewers on the transition date. The crawls that aired on KTBS were inserted over local programming and stated the following "On February 17, 2009, full-power analog broadcasting will end. This means, beginning February 17, 2009, if you receive television signals through antenna, you may no longer be able to watch your favorite television shows. A digital converter box will provide uninterrupted viewing. For more information on the converter box program and on digital television, go to ktbs.com or call 1-888-DTV-2009."

PSA scripts are available for viewing in the public file.

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

0

Comments (add additional sheets where necessary):

N/A

100-Day Countdown Eligible Pieces – Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day “Countdown to DTV” activities. Stations must execute a minimum of one “Countdown to DTV” on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day “Countdown to DTV” pieces did your station run?

N/A *Graphic Displays*

0 *Animated Graphics*

0 *Graphic and Audio Displays*

0 *Longer Form Reminders*

Comments (add additional sheets where necessary):

Section C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

☐ Yes ☐ No

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

Section D (For all broadcasters)

Additional DTV On-air Initiatives – Last Quarter

Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

☒ Yes ☐ No

Comments (add additional sheets where necessary):

During the 2nd quarter 2008, KTBS News produced and aired 5 news stories related to the DTV transition. These stories focused on the date of the transition, the effects the transition will have on viewers as well as the DTV hotline that answers commonly asked questions about the transition.

Station Website Additional Activity Related to the DTV Transition – Last Quarter

Does your station have a Website? ☒ Yes ☐ No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

☒ Yes ☐ No

Comments (add additional sheets where necessary):

KTBS has a special section on its station website, www.ktbs.com, that focuses on educating our viewers about the DTV transition. KTBS voluntarily created this site and offered it to its viewers throughout the entire first half of 2008. The site provides an HDTV countdown clock informing viewers of the time remaining prior to the DTV switch. KTBS also has numerous links to other sites that can answer commonly asked questions about the transition. There is also a link to DTVanswers.com--NAB's site set up to educate viewers on the transition. KTBS website also includes segments of its locally produced half hour show promoting DTV conversion.

Additional DTV Outreach Efforts -- Last Quarter

Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

☒ Speaking Engagements

Comments (add additional sheets where necessary):

During the second quarter, KTBS personnel scheduled 5 speaking engagements to local and civic groups throughout the DMA. The topic addressed the DTV conversion date and the effects it will have on viewers. Brochures produced by the NAB were also made available to interested viewers. These brochures focused on educating the public on the transition date, converter boxes, and the #800 number as well as answers to commonly asked questions.

☒ Community Events

Comments (add additional sheets where necessary):

The KTBS Community Forums are part of the KTBS 3 On Your Side Community Caravan. KTBS goes out to different areas in the ArkLaTex, and visits with people in the community. During the KTBS 3 Community Forum, we

ask people to tell us what is good about their community, what needs to be improved, what KTBS 3 can do to help make their community better, etc. Someone always asks about the DTV conversion, and how it will affect them. We let them know what changes we have made to prepare, and how the February 17, 2009 date will affect them, and refer them to our web site where we have links that will answer all of their questions. On April 3rd we were in Marshall, on May 15th it was Texarkana, AR and on June 12th we were in Coushatta, LA

☒ Other (describe)

Comments (add additional sheets where necessary):
KTBS aired a total of 2532 PSA's on its digital subchannel during the 2nd Quarter. These spots were produced by the NAB and ABC focused on educating consumers on the DTV transition. The PSA's aired during the following times. From 5a-1A - 1473, from 6a-9a - 326 and from 5p-10:35p - 733. This subchannel is a local 24 hour news channel that provides encore presentations of KTBS news products.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments (add additional sheets where necessary):

It is our belief that the educational program which we are following is assisting households within the KTBS service area in understanding the process leading up to the final transition date. We intend to continue our efforts and to deal with questions members of our viewing audience will have.

STATION CERTIFICATION

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing	Typed or Printed Title of Person Signing
George Sirven	Station Manager
Signature	Date
<input checked="" type="checkbox"/>	07/08/2008

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-1115), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to pra@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

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